SURVEY OF REACTIONS TO THREE DIMENSION PICTURES, WIDE SCREEN, AND STEREOPHONIC SOUND

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INTRODUCTION

This is a report of a nationwide personal interview survey to determine the reactions, attitudes, and feelings about three dimension motion pictures, wide screen pictures, and stereophonic sound among those who have been exposed to them. The project was undertaken by Audience Research, Inc. on assignment from Columbia Pictures Corporation.

To find out what people think about these new motion picture filming and projection techniques, these were the questions to which answers were sought:

> What do those who have seen such pictures have to say about them as contrasted to the regular form? Do they consider the new forms a great improvement, just some improvement, or no improvement over the old form?
>
> Would they now prefer to have all pictures in the new forms or do they still prefer the regular form?
>
> Will they pay more to see pictures in the new forms and how much more?
>
> Are the new forms likely to increase their attendance?

In the following report of the survey findings, answers to the above questions are presented based on the evidence given by those persons who are perhaps at least as well qualified as any to answer them -- those who have seen pictures in the new three dimension and wide screen forms and have heard the new stereophonic sound.

Interviews were taken with a sample of 875 persons who had seen either three dimension pictures or wide screen pictures. The interviewing was done between July 8 and July 13, 1953.

Members of the sample were drawn from all of the major geographic regions -- East, Middle West, South, Far West. The survey was confined to cities of over 100,000 population because it was anticipated that the distribution of such pictures would be much wider in the larger cities than in the smaller cities and towns and it would, therefore, be simpler and less costly to draw a representative sample. Furthermore, cities over 100,000 contribute more than their share populationwise to motion picture ticket sales.

In finding the 875 persons who had seen either three dimension or wide screen pictures it was necessary to make contact with about 2500 persons who had been to the movies in the past year. In other words, in the areas covered, 35 per cent of those who had been to the movies in the past year had seen at least one three dimension or wide screen picture.

CHARACTERISTICS OF THE SAMPLE

The characteristics of the sample (those who had seen either 3D or wide screen) were as follows:

	PER CENT
Had been to the movies in the past year	100
Had seen at least one 3D picture	92
Had seen Cinerama	7
Had seen at least one picture on wide screen (excluding Cinerama)	18

Regional Distribution

	PER CENT
East	44
Mid-West	27
South	10
Far West	19
	100

Size of City

	PER CENT
Over 500,000	51
100,000 to 500,000	49
	100

Sex

	PER CENT
Males	50
Females	50
	100

Ages

	PER CENT
12 - 17	24
18 - 30	44
31 - 44	21
45 and older	11
	100

Education

	PER CENT
College	28
High School	62
Grade School	10
	100

Occupations

	PER CENT
Professional, Business, and White Collar	55
Manual Workers	45
	100

Average Frequency of Attendance

	PER CENT
Once a week or more often	52
Less than once a week	48
	100

Usual Price Paid

	PER CENT
Under 50 cents	11
50 - 59 cents	16
60 - 69 "	24
70 - 79 "	16
80 - 89 "	18
90 cents or more	15
	100

Television Set Ownership

	PER CENT
Have TV set	74
Have no TV set	26
	100

SUMMARY AND CONCLUSIONS

1. Three Dimension Pictures

a. On the positive side are these facts:

The general over-all reaction to three dimension pictures (viewed through glasses) as compared with regular pictures can be characterized as moderately favorable.

Nearly half of those interviewed (47 per cent) said they prefer three dimension pictures, as they are now, to regular films.

About a third (36 per cent) even said they would be willing to pay more to see three dimension pictures.

About one in five (22 per cent) liked it well enough to say that it would increase their attendance at motion pictures.

Among youngsters 12-17 nearly 2 out of 3 (65 per cent) prefer three dimension pictures to the regular form. The enthusiasm of the 12-17's indicates that 3D will be a potent force at the box-office with them for some time to come.

Television set owners were more favorably disposed towards 3D than were non owners, which is an encouraging sign in view of the inroads that television has made into motion picture attendance.

b. On the negative side are these facts:

More than a third (36 per cent) complained either of the glasses or eyestrain.

A majority (53 per cent) either said they prefer regular films or that it makes no difference to them whether a picture is in 3D or the regular form.

A test of the effect on "want to see" of describing a picture as in 3D produced almost no difference in two cases (see page 21).

The preference for three dimension pictures is considerably lower among those interviewed in the current survey than was true of those interviewed in the February survey.

Putting these facts together, our conclusion is that if there were complete conversion to three dimension pictures in their present form, some net loss in attendance would not be unlikely after the first novelty wears off because of the fairly large number who either find the glasses a nuisance or find that 3D strains their eyes. Also witness the 32 per cent who have seen three dimensional pictures and who say they prefer regular films.

However, with the more likely eventuality of some three dimensional films, some wide screen films, and some in the regular form, 3D should continue to add to weekly attendance totals (though to a lesser extent than at present) and will surely do so among the teenagers.

2. Wide Screen

a. On the positive side are these facts:

Wide screen drew more favorable reactions than did 3D. Preference for wide screen over the regular screen was held by 62 per cent of those interviewed.

Two pictures were tested with and without the "wide screen" label. In both cases wide screen added about five per cent (2 points of want to see) to the want to see obtained without the wide screen label.

b. On the negative side is this fact:

The per cent willing to pay more for wide screen was no more than in the case of 3D despite the more favorable reaction to wide screen. Putting these facts together, our conclusion is that at regular prices wide screen will build up general attendance levels, and will do so to a greater extent than 3D, unless 3D is considerably improved.

3. Stereophonic sound drew more favorable reactions than did either 3D wide screen. It is preferred by nearly 7 out of 10 (69 per cent) of those who said they had heard it.

4. A small sample of persons who had seen Cinerama were included and their attitudes were the most favorable of all, with 71 per cent of them stating a preference for Cinerama as compared with the regular form of picture.

THE FINDINGS IN DETAIL

ATTITUDES TOWARDS
THREE DIMENSION PICTURES

WHAT DO THOSE WHO HAVE SEEN THREE DIMENSION PICTURES HAVE TO SAY ABOUT THEM?

The first question bearing directly on attitudes towards three dimension pictures was as follows:

> *What do you think of the new three dimension form of movies as compared with the regular form?*

This type of question is what has come to be known as an "open" or "free answer" question since it permits the respondent to offer any idea or ideas he may have on the subject. It is particularly useful because the words in which a respondent answers frequently give insight into his or her attitudes which other kinds of questions do not provide. It has certain disadvantages as well however, so that other type questions are also necessary in most cases.

The answers given to this question have been classified into five groups from "very favorable" to "very unfavorable." The results were as follows:

	PER CENT
Strongly favorable	18
Moderately favorable	48
Neutral or no opinion	7
Moderately unfavorable	18
Strongly unfavorable	9
	100

	PER CENT
Strongly favorable and moderately favorable combined	66
Neutral or no opinion	7
Moderately unfavorable and strongly unfavorable combined	27
	100

Following are examples of answers classified in each of the five groups. An extensive list of individual answers to this question begins on page 29.

Strongly favorable: Three dimensional is exciting; I'd like to see all pictures that way; It's just like being there yourself; I think they're very good; They are much better by far; A lot better except you have to wear glasses; It's wonderful they can do that, but the glasses annoy me a lot; I think they are wonderful, but they will have to get another form; and so on.

Moderately favorable: A little better, more interesting; I think they are better, keep you tense; Somewhat better; I liked them better; I think they are good, but not very much better than the regular; In a way they are better, but the glasses are annoying; Liked it but I think it's bad for the eyes - glasses of poor construction; and so on.

Neutral: I like them about as well; They are pretty good - I like them as well; It just brings the picture out more; and so on.

Moderately unfavorable: I didn't like the technique, the eyestrain; I didn't like it - I wear glasses and their glasses bother me; It's not as good as flat screen yet but has possibilities; I prefer regular form; Don't particularly care for it - want better glasses; It has to be improved; and so on.

Strongly unfavorable: Very bad on the eyes - couldn't keep the glasses on; 3D is weighed down with glasses - prefer regular movies - House of Wax would have been better as a regular movie; I think they are horrible until they do away with the glasses; and so on.

The replies to this question indicate that the general over-all reaction to three dimension pictures (viewed through glasses) as compared with regular pictures can be characterized as "moderately favorable." Nearly half of all the answers were so classified.

More than twice as many gave "favorable" answers (66%) as gave "unfavorable" answers (27%). Nevertheless the weight of opinion is moderate rather than enthusiastic approval.

The chief complaints are: (1) The glasses are a nuisance, mentioned by 27 per cent, and (2) It strains the eyes, mentioned by 13 per cent. These complaints are voiced not only by those who do not particularly like 3D but also by those whose reactions are favorable and even by some who are enthusiastic about 3D. In other words, while the illusion of depth is pleasing to most who have seen 3D pictures, the glasses and eyestrain provide a major source of irritation (mentioned by 36* per cent) which, if not reduced or eliminated, may in a short time offset the attractiveness of the new process.

To go into the matter of attitudes towards 3D further, four other questions have been asked. Early testing in a pilot survey showed that feelings of moviegoers were mixed on 3D and that a series of questions would be needed to explore their attitudes. The results of these added questions follow on succeeding pages.

* Four per cent complained of <u>both</u> glasses and eyestrain so that the total who mentioned either glasses or eyestrain or both was 36 per cent.

HOW MUCH OF AN IMPROVEMENT DO PEOPLE CONSIDER THREE DIMENSION PICTURES TO BE?

The following question bearing upon this point was asked

> *Would you say movies in three dimension are a great improvement, some improvement, or no improvement over regular movies?*

This question, giving respondents three alternative answers, produced a somewhat more favorable result for 3D. The answers divided as follows:

	PER CENT
Great improvement	38
Some improvement	41
No improvement	18
No opinion	3
	100

Thus while only 18 per cent of the replies to the "open" question could be classified as "strongly favorable," 38 per cent in response to the direct question said they considered 3D a great improvement. In other words, the results of the open question by itself understate somewhat the extent of strongly favorable attitudes towards three dimension pictures.

On the other hand, not all of those who answered "some improvement" to this question accept three dimension films as they are today. A number of these were persons whose answers to the "open" question clearly indicated they were somewhat dissatisfied with 3D, but who had to admit that it is some improvement over regular movies in that it is more life-like, more realistic.

Therefore, while nearly 4 out of 5 of those interviewed who had seen three dimension pictures felt they are at least some improvement over regular "flat" films, some advance in terms of realism or impact, only about 2 out of 3 (as indicated by the "open" question) could be said to be favorably disposed towards its current form. Moreover, not all of those favorably disposed towards its current form prefer 3D to regular pictures as shown in the next section.

Among those who find three dimension pictures no improvement over the regular form, the principal reasons are that the three dimension form strains the eyes and requires the use of glasses.

HOW MANY PREFER THREE DIMENSION PICTURES TO THE REGULAR FORM?

The question to measure preference for three dimension pictures was as follows:

> *Of the pictures you see, would you prefer them to be in the new three dimensional form or in the regular form?*

About half (47 per cent) would prefer three dimension films in their present form. The results were:

	PER CENT
Three dimension form	47
Regular form	32
No difference	18
No opinion	3
	100

Thus while a sizeable group (47 per cent) of those who have seen 3D like it better than the regular form of picture, the majority (53 per cent) either feel they can take it or leave it or prefer the regular form.

The earlier study, in February, which was made in six cities among those who had seen Bwana Devil, showed a preference of 3½ to 1 for the three dimensional form over the regular form. A much higher preference was obtained when the respondent was asked to choose between the two forms assuming the glasses were eliminated. However, since the opinion is frequently expressed by competent engineers that it will be a long time before the complete three dimension illusion can be obtained without glasses, questions in the survey reported here were directed at 3D in its present form.

The preference for three dimension pictures is considerably lower

among those interviewed in the current survey than was true of those interviewed in February. A comparison of the results of the two surveys on this question[a] follows:

	Feb Survey[b]	July Survey
	%	%
Prefer 3D form	68	47
Prefer regular form	20	32
Makes no difference or no opinion	12	21
	100	100

This drop in preference was foreshadowed by findings in the February survey where the objections to the glasses and alleged eyestrain were frequent enough to indicate a strong likelihood that unless these irritants were reduced three dimension pictures would decline in favor.

The reasons given by those in the current survey who had a preference for 3D were as follows:

	Per Cent
More lifelike, more realistic, feel as though you are a part of the picture, feel as though you are there	24
More enjoyable	9
Different, novel, unique	4
More exciting	4

The reasons of those who say they have no preference between 3D and regular films:

The quality of the story and the acting are the important things	6
Like both forms of pictures well enough either one suits me	6
Don't go to the movies often enough for it to matter	2
3D needs improving, poor quality	1

[a] This was the only question asked in both surveys which is strictly comparable.

[b] Had seen only Bwana Devil.

The reasons of those who say they prefer regular films:

	PER CENT
3D produces eyestrain and headache	8
Don't like the glasses	8
3D no better than the regular	7
3D needs improving, poor quality	6

HOW MANY LIKE THREE DIMENSION PICTURES WELL ENOUGH TO PAY MORE FOR THEM?

When asked to pay more for them the proportion who prefer three dimension pictures dropped from 47 per cent (see page 15) to 36 per cent. The question on this point was as follows

> *Suppose a picture you wanted to see was showing in your locality both in the three dimension form and in the regular form. Would you be willing to pay more than the regular price to see the three dimensional form?*

The results were as follows:

	PER CENT
Prefer to see three dimensional pictures and would pay more than the regular price for them	36
All others	64
	100

This question was followed by

> *About how much more?*

Respondents indicated a willingness to pay on the average about one third more than the usual price paid for regular pictures. This was the median average of all respondents who preferred 3D and would pay more to see it. Those who usually pay a low price for their movie ticket said they are willing to pay a larger increment than those who pay a high price, as shown below:

USUAL PRICE PAID	MEDIAN AVERAGE PER CENT INCREASE
Less than 60 cents	44 per cent
60 cents to 80 cents	37 " "
80 cents or more	28 " "
All groups combined	36 " "

A certain amount of caution is required in considering responses to these questions on price. Undoubtedly a number of those who say they are willing to pay more for three dimension pictures would think better of it if confronted with nothing but such pictures at an increased price scale.

These questions were included primarily to find out how strongly held are the preferences for three dimension pictures and also to pick up any strong resistance to a price increase for such films.

WILL THREE DIMENSION PICTURES INCREASE MOTION PICTURE ATTENDANCE?

If there were complete conversion to three dimension pictures in their present form, some net loss in attendance would not be unlikely after the first novelty wore off because of the fairly large number who either find the glasses a nuisance or find that 3D strains their eyes. Witness the 32 per cent at this early date who have seen three dimensional pictures and who say they prefer regular films. However, with the more likely eventuality of some three dimensional films, some wide screen films and some in the regular form, 3D should add somewhat to weekly attendance totals based on moviegoers' own estimates of its effects on their attendance. A comparison of the "want-to-see" of two pictures described as in 3D as compared with the "want-to-see" of the same pictures not labeled as in 3D would indicate, however, that any permanent gain from 3D in its present form is likely to be small.

First we report the division of opinion produced by the following question:

> *If <u>all</u> pictures were the new three dimensional movies, do you think you would be likely to go to the movies more often than you do?*

The results were:

	PER CENT
Yes	22
No	67
No opinion	11
	100

Thus about one in five who have seen 3D believe it will increase their movie attendance.

The principal reasons of those who answer that it would not increase their attendance were as follows:

Go to the movies as often as I can or want to already	19
All movies the same, no difference between 3D and regular films	11
3D needs improving poor quality	10
Do not like the glasses	8
Prefer regular pictures	8
Quality of story and acting are the important things	7
It strains my eyes, gives me a headache	5
3D too expensive	5
Effect of 3D wears off, one gets tired of it	3

Another basis for judging the over-all effect on attendance of a transition to 3D pictures was provided by a two-way measurement of the "want-to-see" of two new pictures. One half of those interviewed were shown a description of each picture and asked if they wanted to see it. The other half were shown the same descriptions plus the information that the pictures were in 3D. The question asked was

I'd like to know if you will make a special effort to see this movie?

The results were:

	PER CENT "WANT TO SEE" WHEN IN 3D	PER CENT "WANT TO SEE" WHEN NOT IN 3D
THE CAINE MUTINY	66	66
A NAME FOR HERSELF	36	35

INFLUENCE OF THREE DIMENSION PICTURES ON THOSE WHO HAVE TELEVISION

A comparison of the attitudes of those with television sets with those who do not have television shows that 3D will have more effect on the attendance of TV viewers than on others, which can certainly be viewed as an encouraging sign. The following table compares the opinions of both groups:

		Those who Have TV	Those with No TV
		%	%
What do you think of the new three dimensional form of movies as compared with the regular form?	Strongly favorable	18	17
	Moderately favorable	50	44
	Neutral	7	7
	Moderately unfavorable	16	24
	Strongly unfavorable	9	8
		100	100
Would you say movies in three dimensions are a great improvement, some improvement, or no improvement over regular movies?	Great improvement	40	32
	Some improvement	41	39
	No improvement	16	26
	No opinion	3	3
		100	100
Of the pictures you see, would you prefer them to be in the new three dimensional form or in the regular form?	Three D form	51	37
	Regular form	30	40
	Makes no difference	17	20
	or No opinion	2	3
		100	100
If ALL pictures were the new three dimensional movies, do you think you would be likely to go to the movies more often than you do?	Yes	24	16
	No	65	75
	Don't know	11	9
		100	100
Suppose a picture you wanted to see was showing in your locality both in the three dimension form and in the regular form. Would you be willing to pay more than the regular price to see the three dimensional form?	Yes	40	25
	No	60	75
		100	100

ATTITUDES TOWARDS THREE DIMENSION PICTURES BY PRINCIPAL AUDIENCE GROUPS

Three dimension pictures are favored most strongly by the following groups, listed in order of their preference for 3D in response to the question:

> *Of the pictures you see, would you prefer them to be in the new three dimensional form or in the regular form?*

	PREFERENCE FOR 3D
	%
Youngsters 12 - 17	65
Frequent moviegoers (those who attend once a week or more often)	51
Males	51
Manual workers (lower income people)	51

Not enough persons who had seen wide screen pictures at the time of the survey were drawn into the sample to report responses to questions on wide screen by population groups -- age, sex, and so on. The sample within each of the groups would be too small for the results to be meaningful.

ATTITUDES TOWARDS THREE DIMENSION PICTURES BY MALES AND FEMALES

		MALES	FEMALES
		%	%
WHAT DO YOU THINK OF THE NEW THREE DIMENSIONAL FORM OF MOVIES AS COMPARED WITH THE REGULAR FORM?	Strongly favorable	19	16
	Moderately favorable	46	50
	Neutral	8	7
	Moderately unfavorable	18	18
	Strongly unfavorable	9	9
		100	100
WOULD YOU SAY MOVIES IN THREE DIMENSIONS ARE A GREAT IMPROVEMENT, SOME IMPROVEMENT, OR NO IMPROVEMENT OVER REGULAR MOVIES?	Great improvement	42	35
	Some improvement	38	43
	No improvement	18	19
	No opinion	2	3
		100	100
OF THE PICTURES YOU SEE, WOULD YOU PREFER THEM TO BE IN THE NEW THREE DIMENSIONAL FORM OR IN THE REGULAR FORM?	Three D form	51	43
	Regular form	30	35
	Makes no difference or No opinion	19	22
		100	100
IF ALL PICTURES WERE THE NEW THREE DIMENSIONAL MOVIES, DO YOU THINK YOU WOULD BE LIKELY TO GO TO THE MOVIES MORE OFTEN THAN YOU DO?	Yes	25	19
	No	63	72
	Don't Know	12	9
		100	100
SUPPOSE A PICTURE YOU WANTED TO SEE WAS SHOWING IN YOUR LOCALITY BOTH IN THE THREE DIMENSION FORM AND IN THE REGULAR FORM. WOULD YOU BE WILLING TO PAY MORE THAN THE REGULAR PRICE TO SEE THE THREE DIMENSIONAL FORM?	Yes	38	34
	No	62	66
		100	100

ATTITUDES TOWARDS THREE DIMENSION PICTURES BY AGE

		12-17	18-30	31 & Up
		%	%	%
WHAT DO YOU THINK OF THE NEW THREE DIMENSIONAL FORM OF MOVIES AS COMPARED WITH THE REGULAR FORM?	Strongly favorable	27	12	19
	Moderately favorable	56	49	39
	Neutral	6	8	6
	Moderately unfavorable	9	20	23
	Strongly unfavorable	2	11	13
		100	100	100
WOULD YOU SAY MOVIES IN THREE DIMENSIONS ARE A GREAT IMPROVEMENT, SOME IMPROVEMENT, OR NO IMPROVEMENT OVER REGULAR MOVIES?	Great improvement	53	32	33
	Some improvement	38	48	32
	No improvement	7	17	30
	No opinion	2	3	5
		100	100	100
OF THE PICTURES YOU SEE, WOULD YOU PREFER THEM TO BE IN THE NEW THREE DIMENSIONAL FORM OR IN THE REGULAR FORM?	Three D form	65	42	39
	Regular form	17	37	38
	Makes no difference or No opinion	18	21	23
		100	100	100
IF ALL PICTURES WERE THE NEW THREE DIMENSIONAL MOVIES, DO YOU THINK YOU WOULD BE LIKELY TO GO TO THE MOVIES MORE OFTEN THAN YOU DO?	Yes	34	17	19
	No	52	75	70
	Don't Know	14	8	11
		100	100	100
SUPPOSE A PICTURE YOU WANTED TO SEE WAS SHOWING IN YOUR LOCALITY BOTH IN THE THREE DIMENSION FORM AND IN THE REGULAR FORM. WOULD YOU BE WILLING TO PAY MORE THAN THE REGULAR PRICE TO SEE THE THREE DIMENSIONAL FORM?	Yes	52	32	28
	No	48	68	72
		100	100	100

ATTITUDES TOWARDS THREE DIMENSION PICTURES BY SIZE OF CITY

		CITIES	
		OVER 500 M	100-500 M
		%	%
WHAT DO YOU THINK OF THE NEW THREE DIMENSIONAL FORM OF MOVIES AS COMPARED WITH THE REGULAR FORM?	Strongly favorable	19	17
	Moderately favorable	48	48
	Neutral	7	8
	Moderately unfavorable	17	18
	Strongly unfavorable	9	9
		100	100
WOULD YOU SAY MOVIES IN THREE DIMENSIONS ARE A GREAT IMPROVEMENT, SOME IMPROVEMENT, OR NO IMPROVEMENT OVER REGULAR MOVIES?	Great improvement	39	37
	Some improvement	40	42
	No improvement	19	18
	No opinion	2	3
		100	100
OF THE PICTURES YOU SEE, WOULD YOU PREFER THEM TO BE IN THE NEW THREE DIMENSIONAL FORM OR IN THE REGULAR FORM?	Three D form	48	46
	Regular form	31	33
	Makes no difference or No opinion	21	21
		100	100
IF ALL PICTURES WERE THE NEW THREE DIMENSIONAL MOVIES, DO YOU THINK YOU WOULD BE LIKELY TO GO TO THE MOVIES MORE OFTEN THAN YOU DO?	Yes	24	20
	No	62	72
	Don't Know	14	8
		100	100
SUPPOSE A PICTURE YOU WANTED TO SEE WAS SHOWING IN YOUR LOCALITY BOTH IN THE THREE DIMENSION FORM AND IN THE REGULAR FORM. WOULD YOU BE WILLING TO PAY MORE THAN THE REGULAR PRICE TO SEE THE THREE DIMENSIONAL FORM?	Yes	39	34
	No	61	66
		100	100

ATTITUDES TOWARDS THREE DIMENSION PICTURES BY EDUCATIONAL ATTAINMENT GROUPS
(excluding those under 18 years of age)

		College	High School	Grade School
		%	%	%
WHAT DO YOU THINK OF THE NEW THREE DIMENSIONAL FORM OF MOVIES AS COMPARED WITH THE REGULAR FORM?	Strongly favorable	11	17	18
	Moderately favorable	41	49	42
	Neutral	7	9	6
	Moderately unfavorable	27	16	22
	Strongly unfavorable	14	9	12
		100	100	100
WOULD YOU SAY MOVIES IN THREE DIMENSIONS ARE A GREAT IMPROVEMENT, SOME IMPROVEMENT, OR NO IMPROVEMENT OVER REGULAR MOVIES?	Great improvement	23	36	45
	Some improvement	49	40	30
	No improvement	27	21	17
	No opinion	1	3	8
		100	100	100
OF THE PICTURES YOU SEE, WOULD YOU PREFER THEM TO BE IN THE NEW THREE DIMENSIONAL FORM OR IN THE REGULAR FORM?	Three D form	37	42	43
	Regular form	47	33	30
	Makes no difference or No opinion	16	25	27
		100	100	100
IF ALL PICTURES WERE THE NEW THREE DIMENSIONAL MOVIES, DO YOU THINK YOU WOULD BE LIKELY TO GO TO THE MOVIES MORE OFTEN THAN YOU DO?	Yes	15	19	22
	No	76	72	67
	Don't Know	9	9	11
		100	100	100
SUPPOSE A PICTURE YOU WANTED TO SEE WAS SHOWING IN YOUR LOCALITY BOTH IN THE THREE DIMENSION FORM AND IN THE REGULAR FORM. WOULD YOU BE WILLING TO PAY MORE THAN THE REGULAR PRICE TO SEE THE THREE DIMENSIONAL FORM?	Yes	28	31	32
	No	72	69	68
		100	100	100

ATTITUDES TOWARDS THREE DIMENSION PICTURES BY OCCUPATION GROUPS

		Professional, Business & White Collar	Manual Workers
		%	%
What do you think of the new three dimensional form of movies as compared with the regular form?	Strongly favorable	16	20
	Moderately favorable	48	48
	Neutral	7	8
	Moderately unfavorable	19	16
	Strongly unfavorable	10	8
		100	100
Would you say movies in three dimensions are a great improvement, some improvement, or no improvement over regular movies?	Great improvement	34	43
	Some improvement	42	39
	No improvement	22	15
	No opinion	2	3
		100	100
Of the pictures you see, would you prefer them to be in the new three dimensional form or in the regular form?	Three D form	44	51
	Regular form	36	28
	Makes no difference or No opinion	20	21
		100	100
If <u>all</u> pictures were the new three dimensional movies, do you think you would be likely to go to the movies more often than you do?	Yes	20	25
	No	69	65
	Don't Know	11	10
		100	100
Suppose a picture you wanted to see was showing in your locality both in the three dimension form and in the regular form. Would you be willing to pay more than the regular price to see the three dimensional form?	Yes	33	40
	No	67	60
		100	100

ATTITUDES TOWARDS THREE DIMENSION PICTURES BY FREQUENCY OF ATTENDANCE

		Once a week or more	Less than once a week
		%	%
WHAT DO YOU THINK OF THE NEW THREE DIMENSIONAL FORM OF MOVIES AS COMPARED WITH THE REGULAR FORM?	Strongly favorable	20	15
	Moderately favorable	50	46
	Neutral	8	7
	Moderately unfavorable	16	20
	Strongly unfavorable	6	12
		100	100
WOULD YOU SAY MOVIES IN THREE DIMENSIONS ARE A GREAT IMPROVEMENT, SOME IMPROVEMENT, OR NO IMPROVEMENT OVER REGULAR MOVIES?	Great improvement	44	31
	Some improvement	38	45
	No improvement	16	20
	No opinion	2	4
		100	100
OF THE PICTURES YOU SEE, WOULD YOU PREFER THEM TO BE IN THE NEW THREE DIMENSIONAL FORM OR IN THE REGULAR FORM?	Three D form	51	43
	Regular form	30	36
	Makes no difference or No opinion	19	21
		100	100
IF ALL PICTURES WERE THE NEW THREE DIMENSIONAL MOVIES, DO YOU THINK YOU WOULD BE LIKELY TO GO TO THE MOVIES MORE OFTEN THAN YOU DO?	Yes	24	20
	No	63	72
	Don't Know	13	8
		100	100
SUPPOSE A PICTURE YOU WANTED TO SEE WAS SHOWING IN YOUR LOCALITY BOTH IN THE THREE DIMENSION FORM AND IN THE REGULAR FORM. WOULD YOU BE WILLING TO PAY MORE THAN THE REGULAR PRICE TO SEE THE THREE DIMENSIONAL FORM?	Yes	41	30
	No	59	70
		100	100

A RANDOM SELECTION OF INDIVIDUAL ANSWERS TO THE QUESTION:

What do you think of the new three dimensional form of movies as compared with the regular form?

Generally Favorable Answers

Much better: it is just what movies need to get public away from TV. Male, 17, HOUSE OF WAX

I am delighted with it. It didn't hurt my eyes and it is more realistic. Male, 31, SANGAREE. IT CAME FROM OUTER SPACE

Hollywood certainly has an interesting form of entertainment in 3D, but the story content is poor. Male, 40's, SANGAREE

Thought it was good; action scenes are pretty exciting. Male, 37, HOUSE OF WAX

A good deal more exciting; I felt more part of the show. Female, 29, IT CAME FROM OUTER SPACE

I think they're all right. House of Wax was certainly a thriller because of 3D. Female, 24, HOUSE OF WAX

Like them. They seem more real. Male, 42, HOUSE OF WAX

Better - more lifelike. Male, 16, HOUSE OF WAX

Like it. Picture came out from screen. Female, 13, HOUSE OF WAX, DAY IN THE COUNTRY

Very entertaining. Glasses were poor. Female, 19, HOUSE OF WAX, FORT TI

Very effective except glasses are a nuisance to keep on. Male, 23, HOUSE OF WAX

They seem more alive than the regular form. Female, 22, HOUSE OF WAX

A slight improvement over the regular form. Female, 30, BWANA DEVIL

Like them very much. They are very realistic. Male, 16, MAN IN THE DARK

O.K., but I don't like the glasses. Female, 34, THE CHARGE AT FEATHER RIVER

Like 3D movie, but don't like glasses. Better if you have your own which would fit. Female, 31, HOUSE OF WAX

They need perfecting of course, but there is no comparison -- they are here. Male, 27, BWANA DEVIL

An improvement -- it's more lifelike. The only thing I have to say against it is that it strained my eyes. Female, 39, HOUSE OF WAX

Gives added depth. Makes picture seem more real. Female 28 FORT TI

It's a little more real. Male 26, HOUSE OF WAX, FORT TI

I think they are good. Most of the ones I've seen are too fantastic. I think the idea is good. Female 16 HOUSE OF WAX, BWANA DEVIL, IT CAME FROM OUTER SPACE

I think they are nice, but they hurt my eyes. I like them definitely. Female, 19 MAN IN THE DARK

Very interesting, but the plots of the stories are very, very silly, childish, at least the ones I saw. Male, 25 HOUSE OF WAX

I thought it was interesting. Female 16 HOUSE OF WAX, BWANA DEVIL

Hurts my eyes though I thought it was very nice - an advance in photography in depth. Male 36, HOUSE OF WAX

Terrific -- didn't want to leave. Male 30 SIROCCO

They are much more natural. Figures seem alive. Female 57 IT CAME FROM OUTER SPACE

Lots more realistic. People seem to be in same room with one. Female 13 HOUSE OF WAX, MAN IN THE DARK

I like 3D but object to wearing the glasses. They are uncomfortable. Male, 29 HOUSE OF WAX, THE CHARGE AT FEATHER RIVER

Gives a greater sense of identification with the story. Male 38 HOUSE OF WAX

It's sensational I think and really more natural to see 3D. Male 30, HOUSE OF WAX

It's time something new in movies was done, but hope they'll improve the glasses. Female, 20, HOUSE OF WAX

It's good but they always scare. Don't like the scare but they are interesting. Male, 36, HOUSE OF WAX, BWANA DEVIL

There's a lot of difference. I like them. Male 16, HOUSE OF WAX

I think they're wonderful but they'll have to get another form to see them. Male, 55, MAN IN THE DARK

I think they're an improvement over regular form. Female 18, BWANA DEVIL, MAN IN THE DARK

I like it better this way. It seems more realistic and more fun. Female, 14, BWANA DEVIL

Why I like it a lot. It looks so fresh and nice and close to you and you feel it more. Male, 12, IT CAME FROM OUTER SPACE, BWANA DEVIL

It brings the people closer to you. Female, 19, BWANA DEVIL

Like it better - after it is perfected more it will be better. Female, 19, HOUSE OF WAX

More fascinating than regular More of a novelty which of course may wear off Male 40 HOUSE OF WAX

I like it and think it gives depth to a movie It adds variety interest and excitement also Male 36 HOUSE OF WAX

I think they are much more lifelike and therefore more interesting to see but it s a nuisance to wear the glasses Male 40 HOUSE OF WAX

Exciting -- too realistic to see very often Female 19 HELL GATE HOUSE OF WAX SANGAREE

Better -- it is exciting to see arms reaching out toward you Female 19 IT CAME FROM OUTER SPACE

Great - gives a person chills and thrills Male 18 FORT TI THE MAZE

Much better -- see more picture - the depth is new Male 17 HOUSE OF WAX

Interesting -- they are much clearer different Male 55 HOUSE OF WAX

They are better than regular but create pressure on the eyes Didn t seem to be in focus Male 23 ARENA

It is an interesting experience in movies Definitely better than regular Male 25 BWANA DEVIL

Much more interesting and exciting Female 30 IT CAME FROM OUTER SPACE

I think it s much more exciting You look forward to more Male 13 HOUSE OF WAX MAN IN THE DARK

They re interesting more realistic Female 43 COLLECTION OF SHORT SUBJECTS

It s much better Much more action and it seems real Female 13 MAN IN THE DARK HOUSE OF WAX FORT TI

I like it It gives more of a feeling of a stage performance Male 31 HOUSE OF WAX SERIES OF PICTURES

It s good I don t like to wear glasses They bother me Male 18 HOUSE OF WAX MAN IN THE DARK

I enjoy the effect but the glasses are very annoying because of glare in as much as I wear glasses Male ? BWANA DEVIL HOUSE OF WAX SHORTS

Enjoyed Sangaree Don t know if I would like all movies in 3D Female 23 SANGAREE

Like it it s different gives you the dimension Male 32 BWANA DEVIL

Terrific! more real than old time movies. Female 14 HOUSE OF WAX

I think they are great but I don t think they will get too practical. Male 29 HOUSE OF WAX

Much better Has more and better action Male 35 HOUSE OF WAX

Like them better Makes me part of it Male 25 MAN IN THE DARK

I like them because it brings out the roundness vs flatness of the actors and makes them real people. Female, 31. FORT TI. IT CAME FROM OUTER SPACE, THREE STOOGES

It looks like you're right in it with the actors. You're sitting there and they are around you. I like it. Female 17. IT CAME FROM OUTER SPACE

They're better - more action - look right in front of your eyes. Male 10. ARENA

Well I think it wonderful that they can do that but glasses annoy me a lot. Female 27. BWANA DEVIL

Oh three dimensional's exciting. Female 18. HOUSE OF WAX, THE MAN IN THE DARK. IT CAME FROM OUTER SPACE

They're nice. I like them except they give you a headache. Can't keep glasses on. Female 17. BWANA DEVIL. MAN IN THE DARK

Like them. Don't like the glasses which keep falling off - would be willing to buy a pair to fit if they cost $1.00 or $1.50 a pair or rent for 5 cents an evening. Male 45. HOUSE OF WAX. BWANA DEVIL. SANGAREE

Much more realistic. Female, 18. HOUSE OF WAX

Like the idea of things coming at you - more real. Female 16. HOUSE OF WAX. CHARGE AT FEATHER RIVER. IT CAME FROM OUTER SPACE

Theory grand but plots terrible. Female 36. HOUSE OF WAX. THE MAZE

3D more interesting to watch. Female, 13. BWANA DEVIL. HOUSE OF WAX. FORT TI

Biggest thing that's happened to movies. There isn't any comparison. 3D is far superior. Female 68. BWANA DEVIL. HOUSE OF WAX. MAN IN THE DARK

3D a great improvement in photography -- the feeling of depth is far more true than the old type. Female, 26. BWANA DEVIL

No comparison - they're great - I won't see the old kind. Male, 21. HOUSE OF WAX. IT CAME FROM OUTER SPACE. THE MAZE

Little better - more interesting. Things come out at you. Female, 24. HOUSE OF WAX. BWANA DEVIL

Very good except for the glasses. Male, 27. HOUSE OF WAX. BWANA DEVIL

Definitely impressive -- dreadful material. Female, 24. HOUSE OF WAX

I like it much better only my glasses kept falling off. Male, 13. HOUSE OF WAX

I like them better; they are more outstanding and more lifelike. Female, 18. HOUSE OF WAX

The picture is more exciting in 3D, it seems to be all about you. Female, 20, HOUSE OF WAX, BWANA DEVIL, SANGAREE, MAN IN THE DARK

You get more of the outline, and it's very effective. I think it's a lot better. Male, 20, HOUSE OF WAX

They make everything stand out more real like, but it's harder to look at them. Female 14, SANGAREE

Something new and different, improved view, better understanding of plot. Male, 21, HOUSE OF WAX

Very good, especially vivid. Female, 36, HOUSE OF WAX

They have something there, characters more alive, picture more realistic. Female, 29, BWANA DEVIL, SANGAREE

Much better, easier to look at, sound better. Male, 15, BWANA DEVIL

More like people in real life. Female, 42, SCARED STIFF

It looks like a live play right in front of you. Male, 29, HOUSE OF WAX

They are different in that you seem to be a part of the performance instead of just looking at it. Female, 48, IT CAME FROM OUTER SPACE

Wonderful but spotty and tension causing. Male, 30, HOUSE OF WAX

You can see more clearly, it seems real. Male, 27, HOUSE OF WAX, MAN IN THE DARK

It's wonderful! Makes you feel as if the action is taking place right before your eyes. Male, 32, HOUSE OF WAX

It's realistic, but I don't like the glasses. Female, 27, SANGAREE

They make it more interesting. Male, 17, IT CAME FROM OUTER SPACE, FORT TI, SANGAREE, BWANA DEVIL

Seems as if things and people are coming right at you. Male, 12, HOUSE OF WAX

It gives you the feeling of being a part of the picture. Female, 15, SANGAREE

All the movies will have to come to 3D. Male, 40, HOUSE OF WAX

I think it very exciting compared to the other movies. Female, 48, HOUSE OF WAX

I think they're tops. Characters come like life right to you, more thrills, more interesting, more real. They come right at you. Male, 13, DAY IN THE COUNTRY, FORT TI, THE MAZE, HOUSE OF WAX

Startling and realistic. Detail certainly stands out. As it is developed I think the realism of 3D will make them more popular than regular. Male, 23, HOUSE OF WAX

Definitely better; more realistic, more like life; a definite boon to the industry. I like them. Male, 19, HOUSE OF WAX, BWANA DEVIL

I think they are wonderful it is more natural. Female, 44, FORT TI

Little better -- things come straight at you more exciting. You're right in the picture. Male 13 HOUSE OF WAX MAN IN THE DARK

Pretty good -- gave picture more realism kept attention more than flat screen. Male, 19, HOUSE OF WAX

More excitement to the picture, forms stand out, seem to come right at you. Male 19 HOUSE OF WAX, MAN IN THE DARK

More lifelike, but hard on the eyes Female, 23 HOUSE OF WAX

Generally Neutral or Unfavorable Answers

Terrible: no plot to picture just waiting for something to spring out glasses are very annoying. Female, 29 HOUSE OF WAX

It's not too good. No plot, old pictures better Male, 54, HOUSE OF WAX, MAN IN THE DARK.

Frightening people is its main use. No real plot, not much good. Female, 30, BWANA DEVIL

I didn't like what I've seen. It hurts my eyes and it seems to waver. Male, 34, HOUSE OF WAX, SHORT

I don't believe 3D can compare as it is really just a novelty type of entertainment and probably won't last. Male, 30, HOUSE OF WAX

I didn't particularly care for it the glasses were very uncomfortable and didn't fit too well over my glasses Male, 47, HOUSE OF WAX

I don't like it as well. Glasses are awkward. Irritates the nose. Male 14 IT CAME FROM OUTER SPACE, HOUSE OF WAX

Lousy! Too rough on the eyes. Average distance not always for everyone's eyes. Doesn't suit me quite right. They ballyhoo them so hard and there's no plot, no story. Male, 18, THE CHARGE AT FEATHER RIVER

Think they can do a lot for it yet. Male, 25, HOUSE OF WAX, MAN IN THE DARK

Don't like 'em, very blurry. Have to keep your head to one side, can't move. Male, 18, THE CHARGE AT FEATHER RIVER

Hurt my eyes. Idea of glasses not good. Male, 26, HOUSE OF WAX

I am not overwhelmed with enthusiasm about the 3D movies because they portray mostly action by which we are shown more depth, but they do not give the public the kind of stories they enjoy and talk about. Female 21, SANGAREE, HOUSE OF WAX, ARENA

Didn't come up to my expectations. Male, 32, THE CHARGE AT FEATHER RIVER

The glasses are terrible detract from my enjoyment of the picture. Female 20, HOUSE OF WAX, BWANA DEVIL

Well I enjoy them but glasses are uncomfortable Have doubts if they're good for the eyes. Female 21 BWANA DEVIL HOUSE OF WAX

A little more tiring on the eyes I believe It's something different - get a little more kick out of it Male 18 HOUSE OF WAX

It's not perfected yet The colored ones I like better than the black and white. Female 17 SANGAREE IT CAME FROM OUTER SPACE

They'll be better after they make a few good movies I haven't seen anything I've liked so far. Male 17, SHORTS

It shows tremendous possibilities However the way they're presenting it at the present time it isn't warranted It's going to have to be improved before it will prove satisfactory Male 30 BWANA DEVIL, MAN IN THE DARK, HOUSE OF WAX, SANGAREE, FORT TI

It's yet undeveloped. They haven't reached a medium of being able to produce satisfactorily as they have with the regular Male, 34, FORT TI

When they are perfected so we can forget the special glasses they should be very good. Female, 25, BWANA DEVIL

Good for a change but not perfected Male 37 THE CHARGE AT FEATHER RIVER

Good for some pictures - but perhaps not suitable for all stories. Male, 17, BWANA DEVIL

Like it pretty well except the glasses fall off. Male 13 IT CAME FROM OUTER SPACE, MAN IN THE DARK

I think it's quite a step forward but it will be better when they improve photographic technique. Male 21 BWANA DEVIL

Very interesting but I wouldn't go again because of my eyes As far as the picture and the characters go I enjoyed it. Female 47 SANGAREE

There wasn't too much difference except that I didn't like wearing those glasses. Female, 36, HOUSE OF WAX

It's nice but it's bothersome with the glasses. Female 15 IT CAME FROM OUTER SPACE

3D is all right, but the movies are just run of the mill. Just ordinary movies. It makes things more real. Male 45 BWANA DEVIL, FORT TI, IT CAME FROM OUTER SPACE, HOUSE OF WAX

I think it can be improved upon. It's going to catch on more providing they take trick effects out. Male, 21, HOUSE OF WAX, THE CHARGE AT FEATHER RIVER

It's an improvement, but I don't like the way the screen gets all blurry when I lay my head on my boy-friend's shoulder. Female, 22, HOUSE OF WAX, THE CHARGE AT FEATHER RIVER

If they are ever perfected so glasses will not have to be worn would like them 100% Female 19 MAN IN THE DARK

Not too much impressed Can't see much entertainment in having lion coming toward the audience Male 30 BWANA DEVIL HOUSE OF WAX

The glasses ruin everything Female 38 BWANA DEVIL

The people seem very small at times in 3D. Male, 22 HOUSE OF WAX

They give me headaches Glasses are uncomfortable Female 28 HOUSE OF WAX

Does not compare. I prefer the old type pictures Female 50 MAN IN THE DARK

The glasses kept slipping off my regular eye glasses. Female 54 BWANA DEVIL HOUSE OF WAX

Don't know yet as I've seen only one picture. Male, 41 HOUSE OF WAX

As of July it's no improvement. Picture is distorted too much emphasis on new effect and not enough on plot Male 27 SANGAREE

I don't think there's any difference Male 13 MAN IN THE DARK

They're good but they don't use famous stars. Female 15 HOUSE OF WAX

Like them but don't like the glasses you have to use They gave me a headache. Female, 20 HOUSE OF WAX

Right now it's something different. I didn't care for Bwana Devil the plot was bad the color very poor and the sound awful House of Wax showed improvement. Male, 26, BWANA DEVIL HOUSE OF WAX

At the present time it is not as entertaining as it could be due to poor plots and poor technique. Male 20 MAN IN THE DARK

It is not as good as flat screen yet, but has possibilities. Male, 23 MAN IN THE DARK IT CAME FROM OUTER SPACE, SANGAREE HOUSE OF WAX, BWANA DEVIL

They hurt my eyes and tire me out -- too upsetting. Female 25 HOUSE OF WAX

In a way they are better, but the glasses are annoying Male 40 HOUSE OF WAX

They are very tricky but don't like the idea of wearing the glasses that someone else has used. Male ?, HOUSE OF WAX

Went out of curiosity and did not like it -- this new medium is poor and the plots to date are awful. Male 50 HOUSE OF WAX

To me it was work watching it. It stirs up your emotions but think the novelty will wear off. Not real sold on it. Male, 23, HOUSE OF WAX

Seems to hold a person's interest a little better than flat movies - for a time, however, their plots are not as good. Male, 20, MAN IN THE DARK

Don't think they are as good as regular movies Female 27 HOUSE OF WAX

Frankly I can't say I see much difference except in a few instances when things jump out at one Female 35 HOUSE OF WAX DAY IN THE COUNTRY

Has possibilities when improved Female 38 DAY IN THE COUNTRY

Feel this was too short a picture to judge Poor glasses were furnished It's effect was crude Female 17 DAY IN THE COUNTRY

Right now I would rather see the old type as none have appeal for me Female 30 HOUSE OF WAX

I think it would be all right if you didn't have to wear those little old glasses Female 24 BWANA DEVIL

Can't see much difference Like the regular as well. Male 16 HOUSE OF WAX

I am indifferent to 3D Like regular as well Male 16 THE CHARGE AT FEATHER RIVER

Very nice to see but inconvenient because of glasses Depth doesn't mean much to me Male 53 MAN IN THE DARK

I think it is a good idea but it could be used for better movies In tensifies realness Female 20 HOUSE OF WAX

I don't know about it as a form I go for a good picture Male 25 HOUSE OF WAX

Well they are nice in a way but I'm not going to pay more money just for that Male 26 BWANA DEVIL

Now it's a novelty and it's no good in its present condition It lacks perfection Female 22 HOUSE OF WAX

The glasses bother my eyes I don't like it It has to be perfected I'm perturbed by this haste Female 23 BWANA DEVIL MAN IN THE DARK

Needs a lot of perfection - glasses are troublesome Male 25 MAN IN THE DARK HOUSE OF WAX BWANA DEVIL FORT TI

I think you have to strain so hard to see them that you miss out on the lines Female 20 BWANA DEVIL SANGAREE

Not as good a lot of work to be done before they reach perfection especially long distance shots Male 29 SANGAREE

They stink Male, 31 BWANA DEVIL

No doubt they're the coming thing but there's room for improvement Female 20 MAN IN THE DARK

Too overdone, it gets to a point where it's so real you can't believe it Male 16 BWANA DEVIL

More of a novelty and more interesting but only for special 'horror' type pictures Female 14 HOUSE OF WAX

The one I saw was pretty good but didn't quite come up to my expectations Male 25 IT CAME FROM OUTER SPACE

The size of characters looked too small -- the feeling of being in the scene Male 27 HOUSE OF WAX

I don't like the trouble of glasses Female 18 MAN IN THE DARK

Doesn't move me -- it has exciting moments Glasses bother me Male 39 MAN IN THE DARK

They're fine as a novelty and something different once in a while but not as a regular diet Female 44 HOUSE OF WAX

Very uncomfortable to watch 3D with 3D glasses over my regular glasses Female 65 BWANA DEVIL SANGAREE

More realistic and nice as a change once in a while Female 36 THE CHARGE AT FEATHER RIVER

I think it has a great future when it's perfected but right now I rather see regular movies Male 29 BWANA DEVIL

Not much I think there is lots of room for improvement Female 19 HOUSE OF WAX

I found it very hard on my eyes The action is more realistic but I prefer the older type of movie because I don't get a headache Male 14 MAN IN THE DARK

They are a strain on the eyes - picture seems "jumpy" in Man In The Dark - glasses are uncomfortable Male 28 HOUSE OF WAX MAN IN THE DARK

Bad on my eyes - not sufficiently developed to replace regular Male 25 BWANA DEVIL

I wasn't highly impressed didn't like the glasses Male 43 HOUSE OF WAX

I think they're horrible - I'm a strong woman but it laid me out - I was sick afterwards Female 31 BWANA DEVIL

I like them as well but I think they are more wicked Male 12 HOUSE OF WAX

It would be all right if they improve the glasses Male 17 SANGAREE THREE STOOGES

Not interested Wouldn't go again Male 30, HOUSE OF WAX

Don't care for them too much Too much of a strain Female 45 HOUSE OF WAX

At the present time they're not so good -- not perfected Male 20 IT CAME FROM OUTER SPACE

It's a lot more lifelike but you have to hold your head very rigid to see clearly Female 18 HOUSE OF WAX

I don t think it is perfected enough to be considered an improvement Female 26 HOUSE OF WAX

I don t care for it It s interesting for a while but the glasses be come annoying Female 14 MAN IN THE DARK

I don t like it as well You have to stare too much Your eyes get too tired Male 30 MAN IN THE DARK

Bwana Devil was awful Male 21 BWANA DEVIL

It wasn t as good as I expected I didn t like the glasses Female 54 BWANA DEVIL

Don t like them at least not until they are more perfect Lots of adjusting needed before it works Hurt my eyes had one eye closed all the time - glasses too small Female 24 HOUSE OF WAX THE MAZE MAN IN THE DARK

I d like em if they didn t have glasses don t fit Haven t liked stories I'd like musicals Female 16 HOUSE OF WAX MAN IN THE DARK

It s different but it isn t good enough for all movies to be in it It ll really be good when you don t have to wear glasses They should have a 3D screen Male 45 FORT TI

I didn t like the picture but the 3D was realistic It was too scary I don t like that kind of thing Female 18 HOUSE OF WAX

Well it s nice but it s smeary sometimes I can t keep the glasses adjusted and you get a stiff neck cause you have to keep your head straight Female 14 HOUSE OF WAX

Don t like them - haven t been developed enough Don t like to use the glasses Female 20 IT CAME FROM OUTER SPACE

Nothing spectacular - to me the regular pictures are just as good I enjoy them just as much Female 22 BWANA DEVIL

Detracts from the story they hurt my eyes Too vivid Female 23 BWANA DEVIL

I don t think it was very good It didn t look right Male 13 BWANA DEVIL

I would not go out of my way to see 3 Dimensional pictures Female 14 HOUSE OF WAX MAN IN THE DARK

Don t particularly care for it Want better glasses Female 30 HOUSE OF WAX

When you put the glasses on it s kind of blurry Male 14 THE CHARGE AT FEATHER RIVER

I don t like dodging all those things It was too tense Female 28 THE CHARGE AT FEATHER RIVER

A strain on your eyes Female 21 HOUSE OF WAX IT CAME FROM OUTER SPACE

ATTITUDES TOWARDS
WIDE SCREEN PICTURES

WHAT DO THOSE WHO HAVE SEEN WIDE SCREEN PICTURES HAVE TO SAY ABOUT THEM?

The same sequence of questions was asked about wide screen pictures. The first question was:

> *What do you think of the new wide screen as compared with the regular screen?*

Wide screen drew more strongly favorable reactions than did 3D. The ratio between favorable and unfavorable responses to this question was about 6 to 1.

The results were:

	PER CENT
Strongly favorable	27
Moderately favorable	43
Neutral	19
Moderately unfavorable	6
Strongly unfavorable	5
	100
Strongly favorable and moderately favorable combined	70
Neutral	19
Moderately unfavorable and strongly unfavorable combined	11
	100

Following are examples of answers classified in each of the five groups A list of individual answers to this question begins on page 48.

Strongly favorable: Spectacular particularly good in land scapes It's as wonderful as the 3D Much better attention not focused just on one person all the time - like real life The large screen seemed to make the characters more alive unusually good Seems very realistic and so on

Moderately favorable: Like it better as I think you can see more of the picture The action seems clearer because the screen is larger but otherwise there is little difference I like it better features are clearer and so on

Neutral: Saw not too much much difference It doesn't make any difference to me and so on.

Moderately unfavorable: I don't care for it too much -- goes a little beyond normal eye range too much to watch all at one time - get tired - small screen better I prefer the regular screen and so on.

Strongly unfavorable: Don't like it - you have to look too hard - it's too wide I don't like it - it's too big - and it hurts my eyes I don't like it - it cuts off part of the picture Did not care for it - too large and overdone and so on.

HOW MUCH OF AN IMPROVEMENT DO PEOPLE CONSIDER WIDE SCREEN PICTURES TO BE?

The question was:

> *Would you say the new wide screen is a great improvement, some improvement, or no improvement over the regular screen?*

The results were:

	PER CENT
Great improvement	45
Some improvement	32
No improvement	19
No opinion	4
	100

Again we find reaction to wide screen more favorable than to 3D, with 45 per cent regarding it as a great improvement as compared with 38 per cent who found 3D a great improvement.

HOW MANY PREFER WIDE SCREEN PICTURES TO THE REGULAR FORM?

The preference question was as follows:

> *Of the pictures you see, would you prefer them to be on the new wide screen or on the regular screen?*

About three out of five who have seen wide screen pictures say they prefer wide screen to the regular form. This represents a markedly greater acceptance than that accorded three dimensional pictures in their present form. The results were as follows:

	PER CENT
Wide screen form	62
Regular form	13
No difference	21
No opinion	4
	100

HOW MANY LIKE WIDE SCREEN PICTURES WELL ENOUGH TO PAY MORE FOR THEM?

When asked to pay more for them, the proportion who prefer wide screen pictures dropped from 62 per cent (see page 44) to 35 per cent. The question on this point was as follows:

> *Suppose a picture you wanted to see was showing in your locality both on the wide screen and on the regular sized screen. Would you be willing to pay more than the regular price to see it on the wide screen?*

The results were as follows:

	PER CENT
Prefer to see wide screen pictures and would pay more than the regular price for them	35
All others	65
	100

Thus while preference for wide screen pictures was higher than for 3D, the proportion willing to pay more for wide screen was a trifle less than for 3D.

As in the case of 3D, respondents who said they were willing to pay more for wide screen indicated they would pay, on the average, about one third more than the usual price paid for regular pictures.

WILL WIDE SCREEN PICTURES INCREASE MOTION PICTURE ATTENDANCE?

All the evidence is that those who have seen wide screen pictures are much better satisfied with wide screen than with 3D. Particularly noticeable is the very small percentage of strongly negative or unfavorable responses concerning wide screen. In spite of the more favorable response of those who had seen wide screen, the percentage of those who thought it would increase the rate of their motion picture attendance was the same as in the case of 3D.

The question asked was:

> *If all pictures were on the new wide screen, do you think you would be likely to go to the movies more often than you do?*

The results were as follows:

	PER CENT
Yes	22
No	61
Don't know	17
	100

As with 3D, the want-to-sees of two pictures were measured with and without wide screen "label." The effect was small (two points of want-to-see or a five per cent increase) as shown below:

	WITH WIDE SCREEN % "WANT-TO-SEE"	WITHOUT WIDE SCREEN % "WANT-TO-SEE"
SABRE JET	41	39
THE FRENCH LINE	31	29

These results indicate that wide screen will be more of a boost to the boxoffice than 3D, after the 3D novelty period has passed. However, the story and the

players will as always be the deciding factor. If three dimension pictures without the use of glasses and without eyestrain are achieved the result may be far different, however, since the technical flaws in the process produce the chief objections and these can undoubtedly be overcome in time.

A RANDOM SELECTION OF INDIVIDUAL ANSWERS TO THE QUESTION:

What do you think of the new wide screen as compared with the regular screen?

Generally Favorable Answers

The screen is fine but would like to see other types of pictures on it -- "The Beast" picture was terrible. Female, 39, BEAST OF 20,000 FATHOMS

Really does give depth and does not strain the eyes. Female 56, THE MAZE

It kind of takes your breath away. Female, 19, IT CAME FROM OUTER SPACE

Was very good -- and really is improved from the regular screen. Male, 54, SHANE

Good, better, an improvement -- a feeling of being in the action and scenes. Male, 23, SHANE

Very nice -- can see more. If you sit at the side you can see just as well as in middle. Male, 13, MAGNETIC MONSTER

It is easier to see the objects in the movie. Male, 23, BEAST OF 20,000 FATHOMS

It's bigger and shows more because the pictures are larger. Male, 16, FORT TI

It's much more impressive. Female, 39, SHANE

I think it's a lot better. Male, 14, BEAST OF 20,000 FATHOMS

Oh, it is good if you don't mind missing some of the sides cut off 'em. Female, 39, CINEMAGIC SCREEN

Liked it much better. You can see wider areas with it. Male, 32, IT CAME FROM OUTER SPACE

Makes picture bigger, action clearer. Male, 26, FORT TI

I enjoyed the larger vision and scope of the wide screen. Male, 59, YOUNG BESS

After seeing small television at home, you appreciate a big screen when out. Female, 27, IT CAME FROM OUTER SPACE

You can sit in the back row and still see the picture better. Male, 34 SHANE

They are very good; live the movie more than we ever did. Female, 45, IT CAME FROM OUTER SPACE

I like the panoramic effect, broad landscape seemed better, felt like you were there. Male, 23, SHANE

Generally Neutral and Unfavorable Answers

Really did not care for it -- it seemed too large and too overdone. Female 47 SHANE

I don't think there's that much difference. Female 15 STORY OF 3 LOVES, BEAST OF 20,000 FATHOMS

Just a novelty. Male 29 ALL I DESIRE

They have one bad effect. They make the neighborhood screen seem like a small 10-inch TV screen by comparison. Male 34 BEAST OF 20,000 FATHOMS

Not much change or improvement. Male 15 BEAST OF 20,000 FATHOMS

Don't like it. You have to look too hard. It's too far. Too wide. Male 23 DANGEROUS WHEN WET

I don't see any difference. I don't go to the movies because of the wide screen or the 3D. Female, 29 SHANE

I guess after a while if they develop it further, it would be an improvement. Female, 18, FORT TI

No difference to speak of. Male, 23, CHARGE AT FEATHER RIVER

Wouldn't have even noticed any difference if advertisement hadn't shown that it was wide screen. Male, 35, SHANE

I don't like it, it's too big and it hurt my eyes, I didn't seem to see at all. Female, 27, SHANE

I don't see much difference - as a matter of fact, sometimes they're out of focus because the image is thrown in a different shape than the screen. Male, 21, SHANE

I do not like it because it cuts off part of picture - perhaps not made for wide screen. Male, 18, SHANE, DANGEROUS WHEN WET

Nothing sensational, just a bigger picture. Male, 18, SCARED STIFF, OFF LIMITS

Not as clear as regular screen. Male 25, FORT TI, SHANE

Curved but didn't seem much wider. Male, 32, CHARGE AT FEATHER RIVER

I prefer the regular. Female, 40, DESERT SONG,

Don't see too much difference. Male, 45, FAIR WINDS OF JAVA

ATTITUDES TOWARDS
STEREOPHONIC SOUND

WHAT DO PEOPLE THINK ABOUT THE NEW STEREOPHONIC SOUND?

The first question asked was:

What do you think of the new stereophonic sound as compared with the regular sound?

Answers divided as follows:

	PER CENT
Strongly favorable	34
Moderately favorable	40
Neutral	16
Moderately unfavorable	9
Strongly unfavorable	1
	100

Reactions to stereophonic sound were more favorable than to wide screen and 3D as shown in the following comparison:

	STEREOPHONIC SOUND	WIDE SCREEN	3D
	%	%	%
Strongly and moderately favorable	74	70	66
Neutral	16	19	7
Moderately and strongly unfavorable	10	11	27
	100	100	100

Following are examples of answers classified in each of the five groups. A list of individual answers to this question begins on page 55.

Strongly favorable: It adds a lot to a picture; Much improvement over old flat sound, Great improvement - not so artificial; Much better, more distinct; Wonderful, very good - you are in the middle and things go on all about you; regular sound no comparison at all; it is amazing because you think they're right in the seat with you; and so on.

Moderately favorable: Good, but not as big an improvement as 3D; Better, gives more realistic effect to movies; Sounded like they were talking to me; It sounds better and more distinct; you can hear more clearly what is said; and so on.

Neutral: I think it's O.K.; Interesting effect, but doesn't impress me much; It's all right; Don't think there's any great improvement; Didn't notice the difference; Has possibilities as experiments are completed; and so on.

Moderately unfavorable: They overdo it to emphasize the point they've got; It isn't worth it; Doesn't seem real; Seems false; not good - too obvious where the sound came from; like the regular better - it's easier on the ears; I don't like it as well; and so on.

Strongly unfavorable: Much too loud at times; I think it's poor; I don't like it at all; and so on.

DO PEOPLE REGARD STEREOPHONIC SOUND AS AN IMPROVEMENT OVER REGULAR SOUND?

The question asked was:

> *Would you say the new stereophonic sound is a great improvement, some improvement, or no improvement over the sound regularly used?*

The results were:

	PER CENT
Great improvement	52
Some improvement	31
No improvement	12
No opinion	5
	100

Stereophonic sound is considered a great improvement by a larger percentage of those who had heard it than was true of either wide screen or 3D. The comparative per cents are as follows:

	GREAT IMPROVEMENT
	%
Stereophonic sound	52
Wide screen	45
Three dimension	38

DO PEOPLE PREFER THE NEW STEREOPHONIC SOUND TO REGULAR SOUND

The question

> *Of the pictures you see, would you prefer them to have the new stereophonic sound or the regular sound?*

The results were:

	PER CENT
New sound	69
Regular sound	13
Makes no difference	13
No opinion	5
	100

As can be seen, the new stereophonic sound is preferred by nearly 7 out of 10 of those interviewed who said they had heard it, which is a higher preference than that accorded 3D or wide screen, as shown below.

	PREFERENCE FOR NEW FORM
	%
Stereophonic sound	69
Wide screen	62
Three dimension	47

A RANDOM SELECTION OF INDIVIDUAL ANSWERS TO THE QUESTION:

What do you think of the new stereophonic sound as compared with the regular sound?

Generally Favorable Answers

Much better - no comparison at all. Male 27, HOUSE OF WAX, THUNDER BAY

Better - door slams just right - so real. Female, 14, HOUSE OF WAX

I like it better, gives you a feeling of being present. Male, 13, HOUSE OF WAX

Seems like the people and things are right there. Female, 16, HOUSE OF WAX

It is amazing because you think they're right in the seat with you. Female, 21, HOUSE OF WAX

Well it's deeper I believe and clear as all get out. Male, 48, FORT TI

It adds a lot to a picture. Female, 24, HOUSE OF WAX

Completes the transition from old movies to the newer type of pictures. Female, 32, HOUSE OF WAX

Better. Gives more realistic effect to movies. Outdoor scenes especially. Male, 34, SHANE

I like it. It seems so real, especially when they shoot a gun and the sound seems to come from in back of you, Female, 22, HOUSE OF WAX, SHANE, CHARGE AT FEATHER RIVER

Makes everything seem more real. Male, 25, HOUSE OF WAX

Much improvement over old flat sound. Male, 49, BWANA DEVIL

Great improvement; it is not so artificial. Female, 29, FORT TI

Consider it very good. Female, 30, IT CAME FROM OUTER SPACE

Wonderful, very good. Female, 16, CHARGE AT FEATHER RIVER

Seems natural happening in the same place, Male, 35, HOUSE OF WAX

I think it is a vast improvement myself. It gives a much better effect than regular sound. Male, 21, HOUSE OF WAX

Much better. Female, 19, SCARED STIFF

I think it is much more distinct, much better. Female, 36, SCARED STIFF

Sounded like they were talking to me. Female, 16, HOUSE OF WAX

Seems less like acting and more personal. Male, 15, HOUSE OF WAX

Generally Neutral and Unfavorable Answers

It does not affect me - I did not notice the difference. Female, 14, HOUSE OF WAX, MAN IN THE DARK

I don't like it. Male, 23, HOUSE OF WAX

Not good, too obvious where the sound came from. Good principle but not perfected enough. Male, 29, HOUSE OF WAX

Needs to be improved Too loud. Male, 13, HOUSE OF WAX

Little harsh. Female, 36, HOUSE OF WAX

Like the regular better - it is easier on the ears. Female, 17, HOUSE OF WAX

Doesn't seem real; seems false. Male, 23, CHARGE AT FEATHER RIVER

No different. Female, 16, CHARGE AT FEATHER RIVER

I think it's poor. Male, 26, HOUSE OF WAX, SHANE

The idea is good, but don't feel satisfied with it; it is in an experimental stage. Female, 24, JULIUS CAESAR

Must be improved. There is not enough difference yet. Male, 17, HOUSE OF WAX

Needs improvements I would say. Female, 21, HOUSE OF WAX

Same thing as far as I'm concerned. Male, 36, FORT TI

Haven't paid much attention to it. Male, 18, HOUSE OF WAX

It's all right. I don't think there's any great improvement. It's technical qualities are poor - the sounds coming from too many places - echoes and things. Male, 21, HOUSE OF WAX

I like regular better - too confusing when comes from so many directions. Female, 16, HOUSE OF WAX, MAN IN THE DARK.

I don't like it as well. Female, 16, SCARED STIFF

About same as others. Has possibilities as experiments are completed. Male, 45, IT CAME FROM OUTER SPACE

Don't like it as well as the other sound. Male, 14, HOUSE OF WAX

No difference; just seemed louder. Female, 39, SHANE

Not much difference. It's not even synchronized properly. Male, 50, IT CAME FROM OUTER SPACE

ATTITUDES TOWARDS CINERAMA

WHAT DO PEOPLE HAVE TO SAY ABOUT CINERAMA

A small sample of persons was obtained who gave their answers only in reference to Cinerama. These were the most enthusiastic of all in their reactions.

Persons who had seen Cinerama said so in reply to the question: *"Have you seen any picture or pictures on the new wide screen?"*. Their attitudes were, therefore, elicited in response to the questions regarding wide screen. The results were as follows:

What do you think of the new wide screen as compared with the regular screen?

CINERAMA	PER CENT
Strongly favorable	48
Moderately favorable	45
Neutral	7
Moderately unfavorable	-
Strongly unfavorable	-
	100

Would you say the new wide screen is a great improvement, some improvement, or no improvement over the regular screen?

CINERAMA	PER CENT
Great improvement	63
Some improvement	34
No improvement	3
No opinion	-
	100

Of the pictures you see, would you prefer them to be on the new wide screen or on the regular screen?

CINERAMA	PER CENT
Prefer wide screen	71
Prefer regular screen	3
Makes no difference	19
No opinion	7
	100

If all pictures were on the new wide screen, do you think you would be likely to go to the movies more often than you do?

CINERAMA	PER CENT
Yes	71
No	3
Don't know	26
	100

Suppose a picture you wanted to see was showing in your locality both on the wide screen and on the regular sized screen. Would you be willing to pay more than the regular price to see it on the wide screen?

CINERAMA	PER CENT
Prefer wide screen and would pay more for it	47
All others	53
	100

SUPPLEMENT CONCERNING REASONS FOR INFREQUENT MOVIE ATTENDANCE

As part of the survey, questions were added to find out what people regard as the major reasons for their not going to the movies more often. The first questions on the subject, asked of those interviewed who said their current attendance was less than once a week*, were as follows:

> *What would you say is the principal reason you don't go to the movies more often than you do?*
>
> *Can you think of anything else which keeps you from going to the movies more often?*

The two reasons given most frequently were: (1) Not enough good films, and (2) Television. This seems to be consistent with the industry's experience in recent years that the advent of television has made its greatest inroads in the "middle grade" pictures and has had the least effect on the "top grade" pictures. The complete summary of reasons is shown below:

REASONS GIVEN FOR NOT GOING TO THE MOVIES MORE OFTEN	PER CENT
Not enough good films, too many poor quality films, more good films and I would go more often, and so on	34
Television	29
Don't have the time to go more often	20
Can't afford to go more often	19
Prefer other activities such as visiting, sports, cards, etc.	17
Conflict of working or study hours	14
The problem of getting someone to care for the children	13
Just haven't much interest in movies, dislike movies in general	10

(CONTINUED ON NEXT PAGE)

*A reminder that those interviewed were persons who had been to the movies at least once in the past year and had seen one or more 3D or wide screen pictures.

	PER CENT
Don't go much in the summer, prefer to be outdoors	6
Have problem of transportation to nearest theater	3
At the present time have no one to go with	2
Poor theater accommodations (seats unclean, rest rooms not clean, etc.)	2
Miscellaneous reasons	6
	175**

** Percents add to more than 100 because some respondents gave more than one reason.

Another set of questions asked about attendance was:

Would you say you are going to the movies more often, about the same as, or less often than you did a year ago?

This was followed by:

If answer "More often" or "Less often", ask:

Can you tell me why you are going to the movies (more often/less often) than a year ago?

The results were:

	PER CENT
Going more often	20
Going about the same	48
Going less often	31
Couldn't say	1
	100

The reasons of those who say they go more often were as follows:

	PER CENT
Pictures are better	4
Have more time to go	4
Have moved, changed jobs, changed friends, etc.	3
3D	2
Tired of TV	2
I'm more grown up	2
Have more money, earning more	2
Dating now	2
Wide screen	1
More interested in movies than I used to be	1
Looking for more entertainment	1
My children are older, less baby sitting	1
	25*

*Adds to more than the 20 per cent who say they go more often because some gave more than one reason.

The reasons of those who say they go less often were as follows:

	PER CENT
TV	9
Not enough good films	7
Now prefer other activities such as visiting, sports, cards, etc.	4
Don't have as much time now	3
The problem of getting someone to care for the children	3
Can't afford to go as much	3
Conflict of working or study hours	3
Have moved, changed jobs, new friends, etc.	2
Don't care as much for movies anymore	1
	35*

*Adds to more than the 31 per cent who say they go less often because some gave more than one reason.